

[0110] The content rental dealer can collect an advertisement charge from an advertiser, in return for showing advertisement information to a customer. Further, the content rental dealer can select the information to the taste of each customer, from the advertisement information collectively received from an advertiser, according to the accumulated order information of each customer, and send the selected information to the corresponding customer via electronic mail, thereby collecting an agent charge from the advertiser. Further, the content rental dealer can create customer's taste data by classifying the accumulated order data of each customer into sex, generation, occupation, and the like, and provide the customer's taste data to another, thereby collecting information supply charge from another. Accordingly, the content rental dealer can earn an income other than a rental charge. While, a customer can rent the content data at a lower price, by the content rental dealer's returning the whole or some of thus obtained income to a rental charge.

[0111] Although the invention has been illustrated and described with respect to exemplary embodiment thereof, it should be understood by those skilled in the art that the foregoing and various other changes, omissions and additions may be made therein and thereto, without departing from the spirit and scope of the present invention. Therefore, the present invention should not be understood as limited to the specific embodiment set out above but to include all possible embodiments which can be embodied within a scope encompassed and equivalents thereof with respect to the feature set out in the appended claims.

What is claimed is:

1. A content delivering method for providing information to a customer through the Internet, wherein

a content rental dealer provides a customer with a secret key valid only during a rental period and encrypted content data, in rental of content data, and

a customer reproduces the content data with the secret key.

2. A content delivering method as claimed in claim 1, comprising the steps of:

creating a secret key valid only during a rental period, based on received order information about rental of content data,

specifying the content data to be delivered based on the order information,

encrypting the specified content data to be delivered, and

sending the secret key and the encrypted content data to a delivery destination terminal.

3. A content delivering method as claimed in claim 1, wherein

a content rental dealer induces a customer to select a payment method of a rental charge, hence to settle up the rental charge according to the payment method selected by the customer.

4. A content delivering method as claimed in claim 1, wherein

a content rental dealer checks customer's credit authorization through access to a credit authorization network built by financial institutions, in settlement of a rental charge.

5. A content delivering method as claimed in claim 1, wherein

a content rental dealer induces a customer to select a payment method of a rental charge, hence to settle up the rental charge according to the payment method selected by the customer, and

a content rental dealer checks customer's credit authorization through access to a credit authorization network built by financial institutions, in settlement of a rental charge.

6. A content delivering method as claimed in claim 3, wherein

payment is performed by a credit card, a tie-up card of financial institutions, electronic money, or payment confirmation into a specified account of a financial institution.

7. A content delivering method as claimed in claim 1, wherein

a content rental dealer presents advertisement information to a customer.

8. A content delivering method as claimed in claim 1, wherein

a content rental dealer selects the advertisement information to each customer's taste, based on accumulated customer information, hence to send the same information to each customer via electronic mail.

9. A content delivering method as claimed in claim 1, wherein

a content rental dealer creates customer's taste data by classifying the accumulated customer information into predetermined items.

10. A content delivering method as claimed in claim 9, wherein

a content rental dealer collects an information supply charge by supplying the customer's taste data to another.

11. A content delivering system for delivering information to a delivery destination terminal through the Internet, comprising:

a server for receiving order information relative to rental of content data from a customer terminal, creating a secret key valid only during a rental period based on the order information, and delivering the secret key to the delivery destination terminal specified by a customer, and

a content store server for storing a plurality of content data, encrypting the content data to be delivered and delivering the same data to the delivery destination terminal according to an instruction from said server.

12. A content delivering system as claimed in claim 11, wherein

the order information includes item number of content data, its rental period, and address of the delivery destination terminal, and delivery start time and date or secret key delivery time and date of the content data.

13. A content delivering system as claimed in claim 11, wherein

said server delivers advertisement data to the delivery destination terminal.